



After many years of successfully progressing in numerous sales roles and understanding the volatility of business, I cannot say I was shocked when my employer decided to restructure. Like many others in the corporate world, much of my career had been subject to forces over which I had little control – in this case a buyout followed by an unexpected strategic business shift.

My next step was not at all clear; however, being a cog in someone else's wheel was definitely getting old – fast. As the birth of my second child approached I couldn't help but ask myself if my career plan was really maximizing my unique skill set.

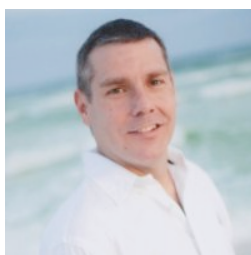
I met Steve Woodruff through a public workshop he facilitated; and, after talking over my situation, he mentioned that he also leads private client workshops called “clarity therapy”- for people in career transition. The questions I wrestled with about my career aren't unique, but targeted answers are what Steve's advice seeks to provide.

We met, and in a half a day, he had helped me define and distill exactly what type of position would suit me for the next phase of my life. With Steve's guidance I arrived at a clear vision (based on my personality, work history, and aspirations) that eliminated 95% of the other roles I might have considered.

As a result of our session Steve and I reworked my resume and LinkedIn profile, and when a recruiter approached me, I was able to articulate in clear, concise words where I wanted to fit in with my next employer. Soon I was interviewing with a handful of companies, and each opportunity was well-targeted to my new career goals.

Five companies felt that I would be a great match for them...and, now in charge of my career like never before, I narrowed the selection down. The position I chose was a virtual mirror image of what Steve had described as my ideal next role.

Having a clear view of whom I am and what kind of company role I wanted to fill was a mid-life-changing event for me. I have always been a top performer, and now I play the role of a “key” player not a “cog”; with an employer that recognizes and wants to have me exceed my potential. When all was said and done, I found Steve's clarity therapy to be 10 times more valuable than what he charges!



Brad Newman
Business Development Professional